

CLEMENGER **BBD**O

Radio Copy

Client: Patties
Product: 4n20 Legendary Angus
Title: Angus Breeder -Corrections
Duration: 30 secs

Aussie V/O: Recently world renowned Angus cow breeder Lachlan McTavish spoke about the new Four 'N Twenty Legendary Angus meat pie, and we'd like apologise for the following inaccuracies. He said:

Lachlan McTavish: (10 second of the thickest Scottish accent you've ever heard. So thick it is impossible to distinguish even a word.)

Aussie V/O: When in fact Lachlan meant to say:

Lachlan McTavish: (5 more seconds of the thickest Scottish accent you've ever heard)

Aussie V/O: Well I'm so glad we cleared that up. The new Four 'N Twenty Legendary Angus. Available in delicious Beef, Beef and pepper and finally Beef cheese and bacon. Thank you.